

Message Text

UNCLASSIFIED

PAGE 01 BERN 02083 091614Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W
-----091727Z 097547 /53

P R 091530Z MAY 77
FM AMEMBASSY BERN
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4317

UNCLAS BERN 2083

USDOC

E.O. 11652: N/A
TAGS: BEXP, SZ, US
SUBJECT: TRADE FAIRS - REQUEST BY US FIRM FOR EMBASSY REPRESENTATIONAL SUPPORT OF US FIRMS EXHIBITING AT INTERNATIONAL TELEVISION SYMPOSIUM

STATE FOR EUR/CE

1. ECON COUNSELOR HAS RECEIVED CALL FROM MR. GAGNON OF HARRIS CORP., BROADCAST PRODUCTS DIVISION, QUINCY, ILLINOIS, SUGGESTING THAT AMBASSADOR HOST RECEPTION OR OTHER REPRESENTATIONAL EVENT IN SUPPORT OF US FIRMS EXHIBITING AT INTERNATIONAL TELEVISION SYMPOSIUM AND TECHNICAL EXHIBITION (ITSTE), MONTREUX. HARRIS CORP. IS ONE OF SOME 15 PARTICIPATING US FIRMS.

2. ITSTE, WHICH RUNS JUNE 3-10, INCLUSIVE, IS PRESTIGIOUS GATHERING OF PROFESSIONALS AND MANUFACTURING FIRMS IN TV FIELD. SYMPOSIUM ITSELF IS PERHAPS LEADING EVENT OF ITS KIND IN THE WORLD. APPROXIMATELY 100 FIRMS (INCLUDING THOSE FROM US) WILL TAKE PART IN TECHNICAL EXHIBITION.

3. EMBASSY HAS NOT PLANNED REPRESENTATIONAL EVENT
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IN CONNECTION ITSTE. WE WOULD LIKE OFFER ALL APPROPRIATE SUPPORT TO US FIRMS EXHIBITING AT MONTREUX, BUT SHORT TIME REMAINING BEFORE ITSTE, AND FACT EMBASSY ALREADY COMMITTED TO SUPPORT SEVERAL OTHER MAJOR COMMERCIAL PROJECTS IN COMING WEEKS, WOULD LIMIT EFFECTIVENESS WITH WHICH EVENT COULD BE ARRANGED AT MONTREUX. BEFORE CONSIDERING FURTHER WHETHER WE

ABLE ORGANIZE ANY SORT OF EVENT AT ITSTE, WE WOULD
APPRECIATE COMMERCE'S ASSISTANCE IN DEVELOPING
ADDITIONAL INFORMATION, AS SUGGESTED BELOW.

4. ACTION REQUESTED: THAT COMMERCE CONTACT MR. GAGNON
AND/OR OTHERS INVOLVED IN US PARTICIPATION TO DETERMINE
(A) EXACT NATURE OF REPRESENTATIONAL EVENT US FIRMS
HAVE IN MIND; (B) NUMBER AND IDENTITY OF PROPOSED INVI-
TEES; (C) WHETHER US FIRMS COULD UNDERWRITE COST OF EVENT;
AND (D) PROPOSED DATE FOR EVENT. (NOTE: GAGNON MENTIONED
AS POSSIBLE DATE MAY 23. WE ARE TOLD BY ITSTE STAFF
THAT NOTHING CONNECTED WITH ITSTE OCCURS PRIOR TO JUNE 3.)
ANY OTHER INFORMATION OR GUIDANCE COMMERCE CAN FURNISH
WILL BE APPRECIATED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 09-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BERN02083
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770162-1087
Format: TEL
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770580/aaaacrdd.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a9914698-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 04-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2603761
Secure: OPEN
Status: NATIVE
Subject: TRADE FAIRS - REQUEST BY US FIRM FOR EMBASSY REPRESENTATIONAL SUPPORT OF US FIRMS EXHIBITING AT INTERNATIONAL TELEVISION SYMPOSIUM
TAGS: BEXP, SZ, US
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/a9914698-c288-dd11-92da-001cc4696bcc
Review Markings:
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